



PARETO

PARETO ANNOUNCES APPROVAL OF NORMAL COURSE ISSUER BID

TORONTO, ONTARIO, July 10, 2007 – Pareto Corporation (TSX: PTO) today announced that the TSX has accepted the Company's previously announced renewal of a normal course issuer bid under which Pareto may acquire up to 2.235 million of its common shares over the period from July 12, 2007 to July 11, 2008. All purchases will be made through the facilities of the TSX in accordance with regulatory requirements. The average daily trading volume of the Company's common shares on the TSX over the last six months (excluding purchases made by the Company under its prior normal course issuer bid) was 38,527. Pareto will cancel any common shares purchased under the normal course issuer bid.

About Pareto Corporation

Pareto Corporation is a marketing services company that offers marketing execution solutions to leading companies in a broad range of industry sectors. Pareto provides measurable, quantifiable services that complement our clients' marketing and sales departments. For more information, please visit our website at www.pareto.ca.

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This press release contains forward-looking statements related to expected future events and financial operating results of Pareto that involve risks and uncertainties. Actual results may differ materially from management expectations as projected in such forward-looking statements for a variety of reasons, including market and general economic conditions and the risks and uncertainties detailed from time to time in Pareto's SEDAR filings.

The Toronto Stock Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this press release.